

MI Healthier Tomorrow Campaign

Wednesday, January 23rd will be an important day for the health of Michigan residents. As you may know, some 800,000 children and 5 million adults in Michigan have a weight problem. To help fight the rising obesity epidemic in our state, the Michigan Department of Community Health is launching a new initiative and ad campaign called MI Healthier Tomorrow aimed at encouraging people to make the changes to impact their future today by asking Michigan residents to pledge to lose 10 percent of their body weight.

In 2011, MDCH held an obesity summit attended by nearly 500 participants from around the state to identify key priority strategies. One of the recommendations from the summit, which then became a strategy in the Michigan Health and Wellness 4 x 4 Plan, was the development of one consistent statewide public awareness campaign to promote a social movement to reduce obesity and encourage every Michigander to adopt health as a personal core value.

MI Healthier Tomorrow is that statewide message and initiative. Out of all of the messages we explored, the hard-hitting theme that focused on the very serious, very real consequences of obesity was the message that consistently produced a reaction.

MI Healthier Tomorrow encourages Michiganders to pledge to lose 10 percent of their body weight because losing just 10 percent can have significant improvements to both physical and mental health. After taking the online pledge, residents can receive a free Getting Started Kit in the mail along with the option to sign up for healthy texts and/or emails with motivational messages, reminders, tips, or recipes to help keep them focused on reaching their goal of losing weight and becoming healthier.

I ask that you join us in this campaign. Beginning today, you can visit [Our Partner Resource page](#) to download materials off our website to help prepare your websites as well as your employees and members for this campaign. We encourage you to download the pledge, website buttons, social media samples, and sample messages to send out beginning tomorrow.

Beginning Today, Michiganders can take the pledge on the website or Facebook page at www.michigan.gov/mihealthiertomorrow or www.facebook.com/mihealthiertomorrow. For more information on the Michigan Health and Wellness 4 x 4 Plan, visit www.michigan.gov/healthymichigan. Additionally, if you'd like information about helping us promote the pledge and the materials on the partner page, please contact GERALYN Lasher lasherg@michigan.gov or Angela Minicuci at minicucia@michigan.gov.